IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: ANTHONY R. ROTHSCHILD.

Serial No.: 09/755,541

Filed: January 5, 2001

Title: SYSTEM AND METHOD FOR ADDING AN ADVERTISEMENT TO A PERSONAL

AN ADVERTISEMENT TO A PERSONA

COMMUNICATION

Art Unit: 3622

Examiner: Carlson, Jeffrey D.

Confirmation No.: 5271

REQUEST FOR ORAL HEARING

Mail Stop: Appeal Brief - Patents

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

Appellant hereby requests an oral hearing before the Board of Patent Appeals and Interferences (BPAI) for the appeal of the above-identified patent application. This Request for Oral Hearing is being filed concurrently with a Reply Brief for the foregoing appeal.

Serial No. 09/755,541 October 20, 2010 Page 2

The Commissioner is authorized to charge \$540 for a Request for Oral Hearing, pursuant to 37 C.F.R. § 41.20(b)(3), and any shortage in fees due in connection with the filling of this paper, including extension of time fees, to Deposit Account No. 50-0639.

Respectfully submitted,

Date: October 20, 2010

Todd €. Fitzsimmons Attorney for Applicants Registration No. 44,683

O'MELVENY & MYERS LLP

400 South Hope Street Los Angeles, CA 90071-2899 Telephone: (213) 430-6000